Disney News

OFFICIAL MAGAZINE FOR MAGIC KINGDOM CLUB FAMILIES

SPRING 1971

Disneyland

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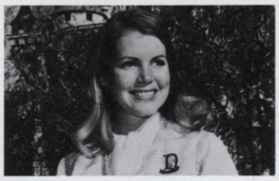
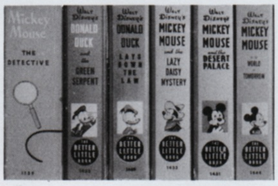
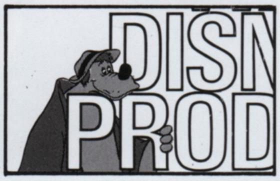
COVER STORY: Popcorn and a carrousel, a trip on the "Rivers of America," an ice cream bar and strong shoulders, a good hearty laugh — Disneyland is people having fun. And springtime is one of the most exciting seasons of all to visit "the happiest place on earth."







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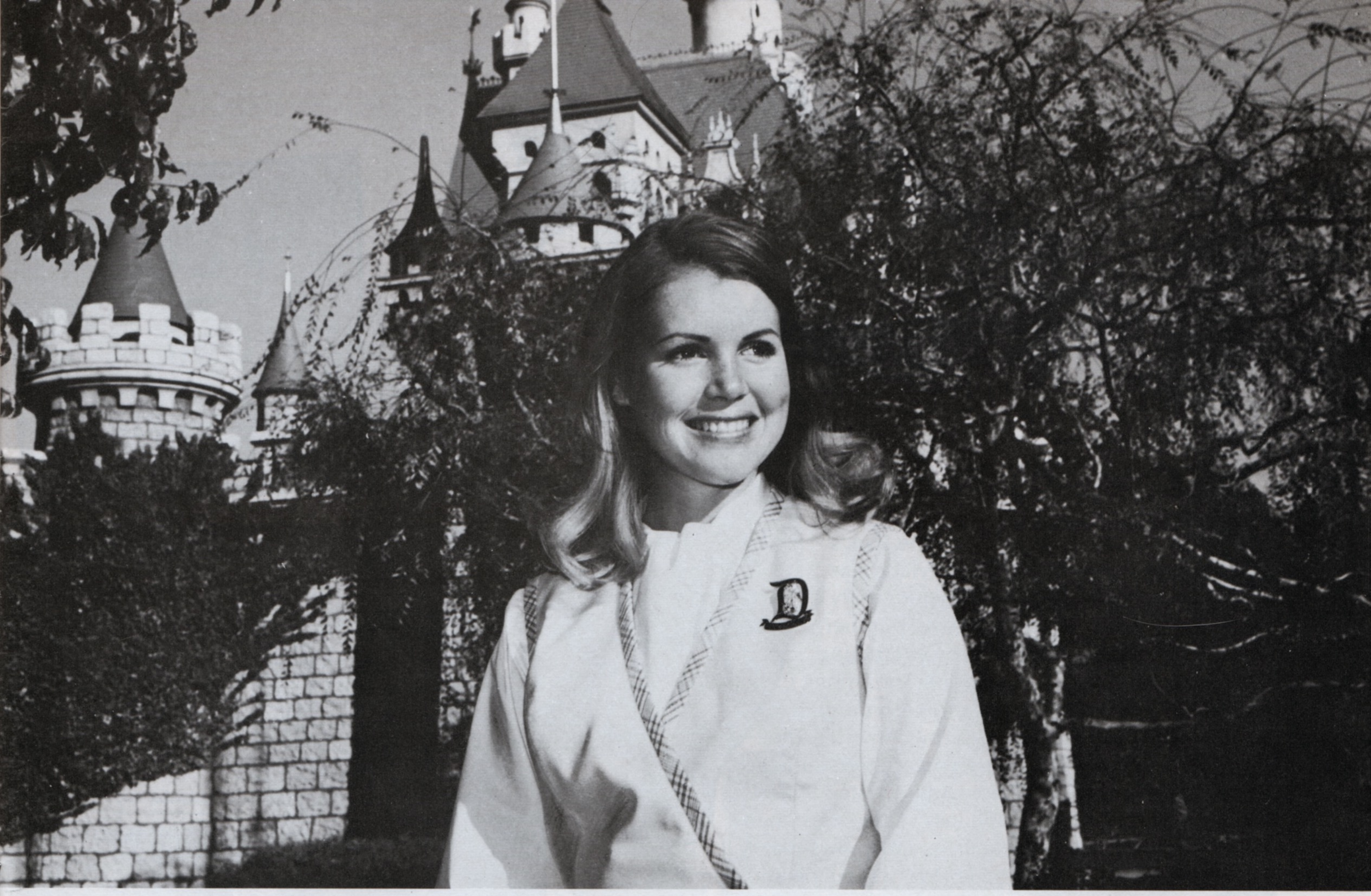


Miss Marva Dickson, Disneyland's 1971 Ambassador

THE NEW AMBASSADOR

Marva Dickson, an attractive 22-year-old miss from Stanton, California, was selected Disneyland's Ambassador to the World for 1971 during ceremonies held in front of Sleeping Beauty Castle on the morning of November 18.

Among the first to congratulate the Park's new emissary were Mickey Mouse and 1970 Ambassador Cathy Birk.

A former Disneyland Tour Guide, Marva was chosen from among hundreds of Disneyland women on the basis of attractiveness, personality, intelligence, and the ability to communicate and project the congenial attitude of the entire Disneyland organization.

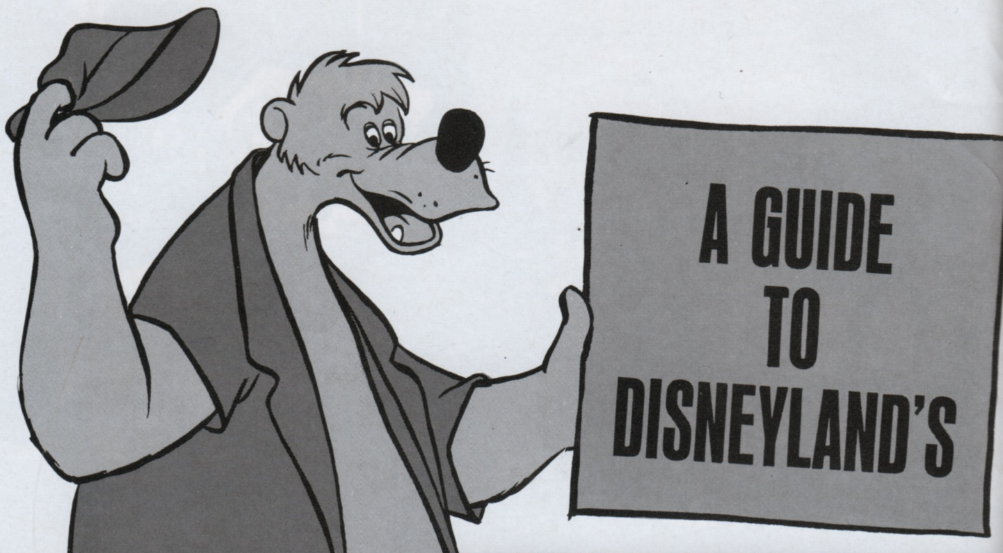
Mickey Mouse and 1970 Disneyland Ambassador Cathy Birk were among the first to congratulate the Park's new emissary of goodwill and friendship. Mickey presented a bouquet of yellow roses while Cathy pinned the emblematic Ambassador insignia and sash on Marva, signifying her official designation as the Park's seventh Ambassador.

In her new position, Marva will visit many schools and children's hospitals, serve as hostess when world dignitaries come to the Park, and travel throughout the United States and abroad as the official representative of Disneyland. (Last year's Ambassador, Cathy Birk, visited 12 foreign countries and traveled more than 60,000 miles.)

"I'm really looking forward to the year ahead," says Marva. "It's thrilling to be the representative of such a widely known and respected organization."

Marva, an avid mountain climber and violin player, attended UC Santa Barbara before transferring to the University of Southern California. She graduated in June, 1970, with a Bachelor of Arts degree in Psychology. The daughter of Mr. and Mrs. Louis Dickson of Pasadena, Marva has a married sister, Diantha, and a 15-year-old brother, David.

Previous Ambassadors have included: Julie Reihm, 1965; Connie Lane, 1966; Marcia Phillips, 1967; Sally Vance, 1968; Shari Koch, 1969; and Cathy Birk, 1970.



A GUIDE TO DISNEYLAND'S

In addition to the Park's regular attractions, Disneyland has many attractions you and your family can enjoy for free. Over 15 in number, these attractions include everything from Monsanto's Adventure Thru Inner Space (where you shrink to the size of an atom) to Bell System's America The Beautiful (where you are treated to a breathtaking movie tour of the United States). The following guide lists some of the many free adventures, exhibits, and shows that will provide you and your family with hours of pleasure and fun.

ADVENTURES

Monsanto's Adventure Thru Inner Space, located in Tomorrowland, takes you on an exciting trip into the world of the atom. Entering a giant microscope, you become smaller and smaller until the tiniest snowflake is a towering mountain of ice, a drop of water is a group of giant, vibrating molecules, and the atom itself is a large, red sphere of nuclear activity.

Also located in Tomorrowland, General Electric's Carousel of Progress traces electricity's contributions to better living. Sitting in a large theater, you watch as the theater itself revolves around a circular stage where four life-like families demonstrate what electricity has done to improve our everyday lives.

Bell System's America The Beautiful is America photographed as you've never seen it before. Completely encircled by a 360-degree screen, you tour some of America's most beautiful and interesting cities, states, and natural wonders. You fly over Niagara Falls in a B-52 bomber and ride on a hook-and-ladder fire truck as it races through the streets of Los Angeles. America The Beautiful is also located in Tomorrowland.

Located on Main Street, U.S.A., Great Moments with Mr. Lincoln, presented by Lincoln Savings & Loan Association, is free for children up to 17 years old. Here you see a diorama of the nation's capital, an illustrated narrative of Lincoln's life, and an "Audio-Animatronic" figure of Abraham Lincoln deliver an inspiring address.

Continued

THE NATIONAL
POLICE GA
THE LEADING ILLUSTRATED SPORTING

Pepsi-Cola's Golden Horseshoe Revue features dancing, music, and comedy.

FREE ATTRACTIONS

Things to see and do for free at "the happiest place on earth"

ZETTE
IN THE WORLD
URNAL

ROYAL ST
ESPLANADE

Br'er Fox is one of the many Disney Characters appearing daily throughout the Park.

General Electric's Carousel of Progress traces electricity's contributions to daily life.

Mickey Mouse leading the Disneyland Band. The band has performed in the Park since opening day, 15 years ago.

Main Street, U.S.A., an exhibit in itself, is also a great place for people watching.

Main Street, U.S.A. is an exhibit in itself. Representing small town America at the turn of the century, Main Street captures the spirit and flavor of a time when horseless carriages and horse-drawn streetcars traveled the same roadways, and the old penny arcade fought desperately to compete with the newer and more popular cinema.

One of Main Street's most impressive offerings is "Walt Disney: A Legacy For The Future." Built in 1970, this exhibit includes some of the many awards, honors, and trophies presented to Walt Disney—a total of 198 items, including "Oscars" and "Emmies." Also on display are plans and drawings for one of Walt's most cherished dreams: California Institute of the Arts, a school which serves as a training ground, performance center, and laboratory for the arts.

Glassblowing is the featured attraction in the Crystal Arcade on Main Street and in the Clock Shop in Fantasyland. Here, you can watch as master craftsmen turn ordinary glass into miniature pianos, animals, rocking chairs, cars, trees, and sailing vessels complete with sails, masts, and rigging.

Also located on Main Street are the GAF Photo Salon, where you can receive free photo information and assistance, and the Market House, an old fashioned general store.

In Frontierland, on the banks of the Rivers of America, you can visit an authentic Plains Indian Village, complete with birch-bark longhouse, teepees, totem poles, and a lean-to representing many tribes. Each dwelling contains relics and products of Indian living.

The Frontierland Gun Collection, located in the Davy Crockett Frontier Arcade, contains over 50 rifles, pistols, and swords used in the early history of our country. On display are such items as a backwoods puddle gun, 1873 Golden Boy rifle, double barreled flintlock shotgun, and Civil War dress swords.

SHOWS

Pepsi-Cola's Golden Horseshoe Revue, located in Frontierland, has completed nearly 22,000 performances since its 1955 debut. Featuring dancing, music, and comedy, the revue stars "Slue Foot Sue," the owner of the Golden Horseshoe, Fulton Burley, the Horseshoe's resident Irish tenor, and Wally Boag, the traveling salesman who peddles everything from coonskin caps to plucked chickens.

The latest in rock entertainment is presented on Coca-Cola's Tomorrowland Terrace throughout the day, as guest entertainers perform the music of the younger generation.

Having first appeared over 15 years ago on opening day, the Disneyland Band is now an institution at "the happiest place on earth." The band appears many times throughout the Park at concerts in Town Square, on the Mark Twain, in front of Sleeping Beauty Castle, and at Plaza Gardens. They also parade down Main Street and through Frontierland, Adventureland, and Tomorrowland, and break up into smaller groups to form the Strawhatters, a Dixieland band appearing at the Plaza Gardens, the Keystone Kops, a saxophone quartet appearing on Main Street, and the Polka Band performing in Fantasyland.

Piano music with a ragtime flavor is offered at Coca-Cola's Refreshment Corner on Main Street, U.S.A. Here, you can either sing along with fellow guests or just sit back and enjoy the key-slapping rhythms of Disneyland's ragtime pianist.

If you like your music New Orleans style, you'll enjoy the performances of the Royal St. Bachelors in New Orleans Square. A clarinetist, bassist, and banjo player combine to ease out the smooth, rhythmic melodies so typical of Louisiana's famous city.

The most popular of all Disneyland's free attractions are the famous Disney Characters. Mickey and Minnie Mouse, Donald Duck, Pluto, Goofy, Br'er Bear, Br'er Fox, and Winnie the Pooh are only a few of the many Disney Characters on hand to pose for pictures, sign autographs, and say "hi" when you visit Disneyland. And, in addition to their numerous appearances throughout the Park, the Characters join with the Disneyland Band at 12:30 and 4:45 PM daily for the fun-filled Disney Character Parade down Main Street, U.S.A.

PEOPLE WATCHING

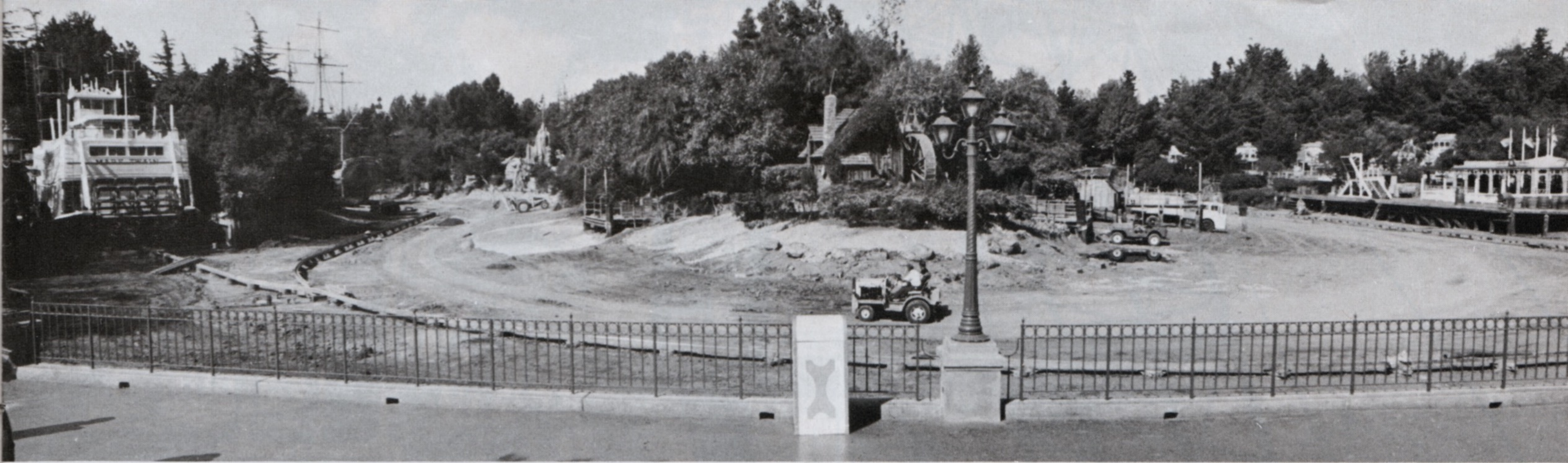
People watching is especially fun at Disneyland. In many ways, it can be as fascinating as any of the Park's other attractions.

Since opening day, July 17, 1955, over 95-million visitors have been entertained at "the happiest place on earth"—visitors of every shape, size, description, background, race, color, and creed.

During your visit to Disneyland, take a few moments to watch the people around you. Their different walks, mannerisms, and facial expressions are shows in themselves. And you'll probably enjoy watching them as much as they'll enjoy watching you.

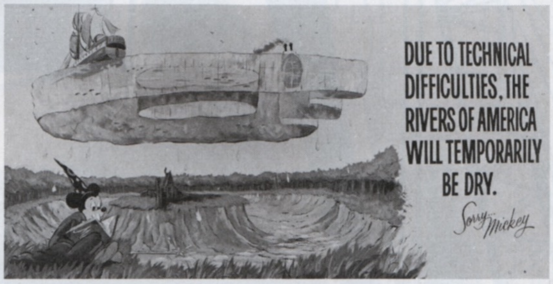
DRY ME A RIVER

Disneyland's Maintenance Division pulls the plug on 6,160,000 gallons of water



The dry riverbed cut a rough gap into Disneyland's landscape.

Signs like this informed guests that the "Rivers of America" attraction would be closed.


DUE TO TECHNICAL DIFFICULTIES, THE RIVERS OF AMERICA WILL TEMPORARILY BE DRY.
Sorry Mickey

Last winter's major refurbishing of the "Swiss Family Tree House" was the first performed on the attraction since it opened in 1962.

For six weeks last winter, Disneyland's "Rivers of America" attraction was gone. The Park's Maintenance Division had opened the river's drainage valves, and, for two days, the river emptied into a nearby flood-control system. Then the unusual task of cleaning, inspecting, and repairing a river began.

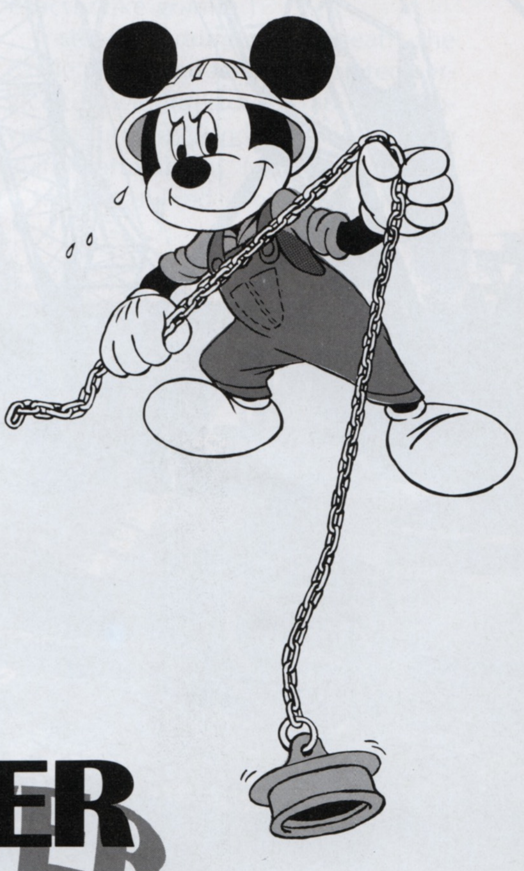
Disneyland's 1,200-man Maintenance Division is used to the unusual. They're responsible for maintaining Disneyland and its many attractions, a job which, last winter, included everything from minor repairs on flying elephants and pirates to a major refurbishing of the "Swiss Family Tree House" and the "Rivers of America."

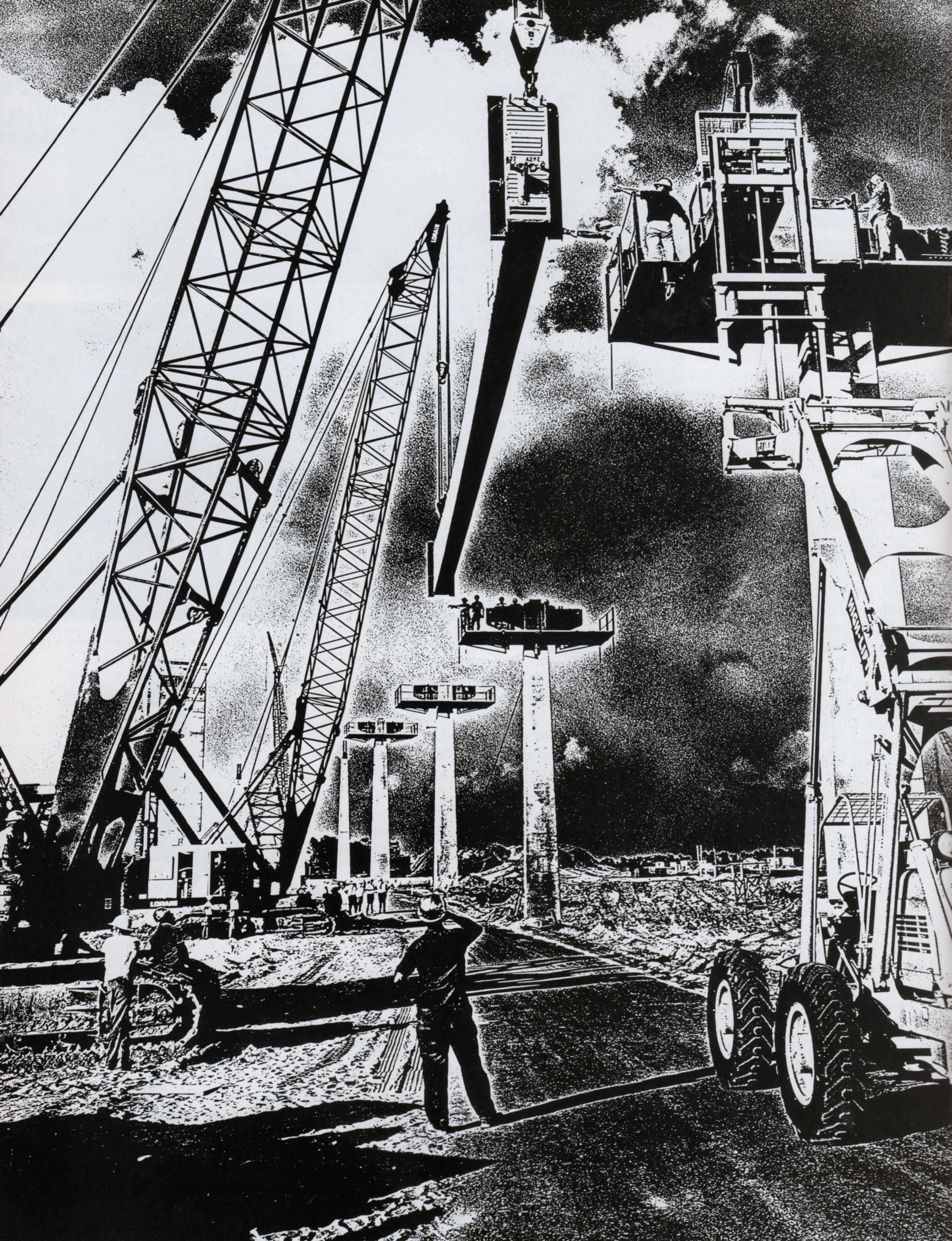
Once the river's keel boats, rafts, and war canoes had been set aside and the Mark Twain and the Columbia had been dry-docked, the Division spent the next six weeks inspecting and repairing the rails that guide the Mark Twain and the Columbia, replacing dock support beams, and cleaning the river of cameras, baby shoes, coins, eyeglasses, and 4,400 cubic feet of silt.

To keep the riverbed from leaking, they sealed it with 25 truck loads of clay and then began the three-day job of refilling the river with 6,160,000 gallons of water. (The water is drawn from a well that runs beneath Disneyland.)

The Division's other major project, the "Swiss Family Tree House," also underwent a complete refurbishing. For four-and-a-half weeks, the 70-foot tree was surrounded by scaffolding as some 1,200 props were rejuvenated, banisters, rails, and steps were straightened or rebuilt, and some 300,000 hand-painted leaves were replaced.

Twelve-hundred men, equipped with a variety of tools and an abundance of mechanical ingenuity, keep a high standard of maintenance efficiency throughout the Park. Tea cups, rocket jets, ghosts, or pirates — nothing escapes their attention, not even a tree or a river.

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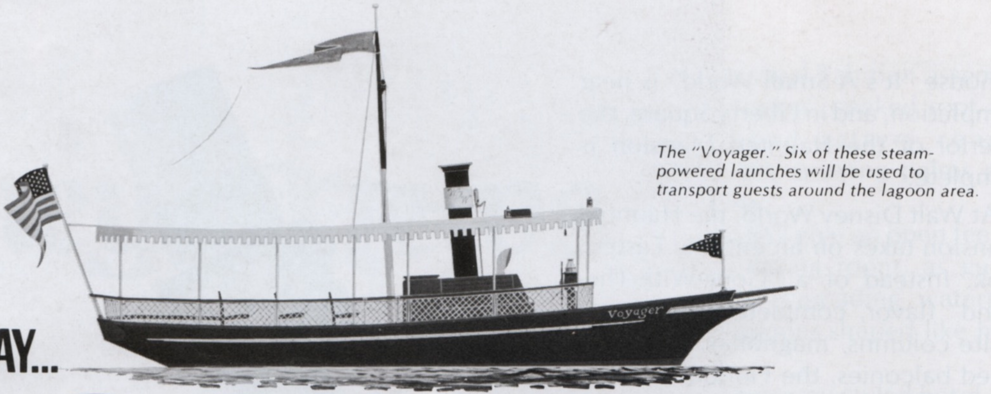


The "Voyager." Six of these steam-powered launches will be used to transport guests around the lagoon area.

LESS THAN A YEAR AWAY...

AND COUNTING

THE "VACATION KINGDOM OF THE WORLD" TAKES SHAPE IN FLORIDA

It won't be long now. With approximately 4,000 construction workers on the job, all aspects of Walt Disney World's 2,500-acre Phase I project are moving steadily toward scheduled completion next October.

Currently the nation's largest non-governmental construction project, the new destination vacation resort, located 15 miles southwest of Orlando, is being built at the northern extreme of the 27,400-acre Disney property. It will include a theme park similar to Disneyland, a 650-acre lake and lagoon area, resort hotels, camping facilities, and an almost limitless variety of land and water-oriented recreation facilities.

First among the new "Magic Kingdom's" six lands to show signs of its finished shape is romantic Main Street, U.S.A. The architectural overcoat of a bygone era is now being applied to cover the structural skeletons of modern buildings. Ornate cupolas are being framed, gracefully curved windows are being set into place, and the look of the past is coming to life again. The Main Street train station is farthest along, with City Hall, Bank, and Fire Station not far behind. The intriguing facades of the Main Street Cinema, Emporium, Penny Arcade, old-fashioned Ice Cream Parlor, and other landmarks are also beginning to take shape.

At the entrance to Fantasyland, construction on the curving battlements of Cinderella's Castle has passed the 125-foot mark. (The magnificent spires of the castle will soar to an ultimate height of 180 feet.) And thousands of steel beams are in place — no two pieces alike — supporting reinforced concrete floors and walls. (Movie set-builders have covered the walls with a "makeup" so real that they will look exactly like granite.)

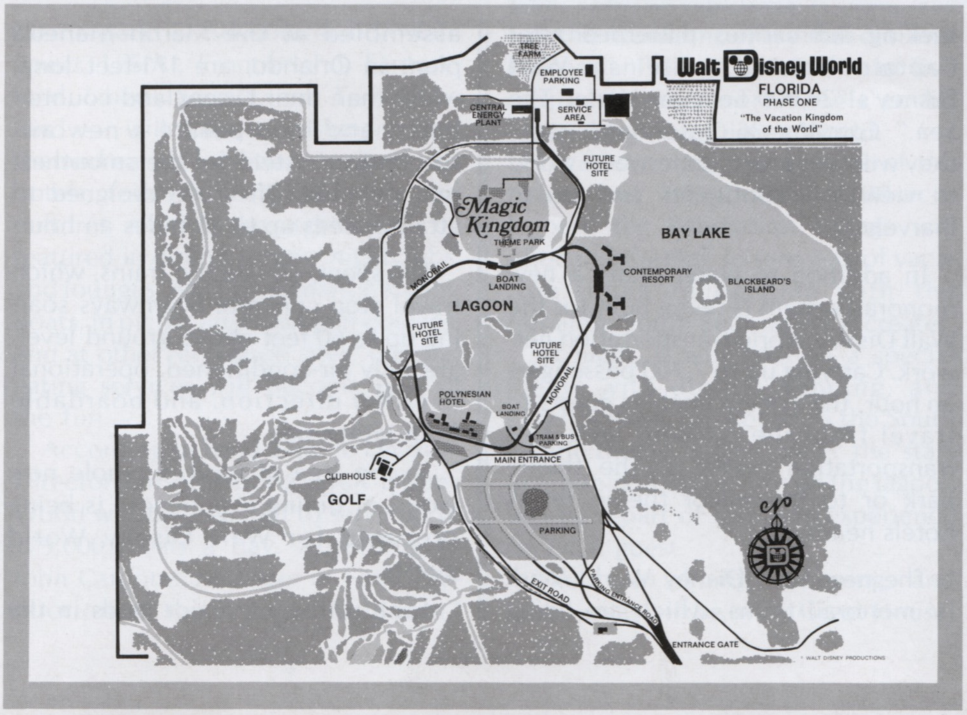
Instead of dungeons beneath the castle, workmen have completed service tunnels and storage facilities providing underground connections to many parts of the "Magic Kingdom."

In Fantasyland itself, the building

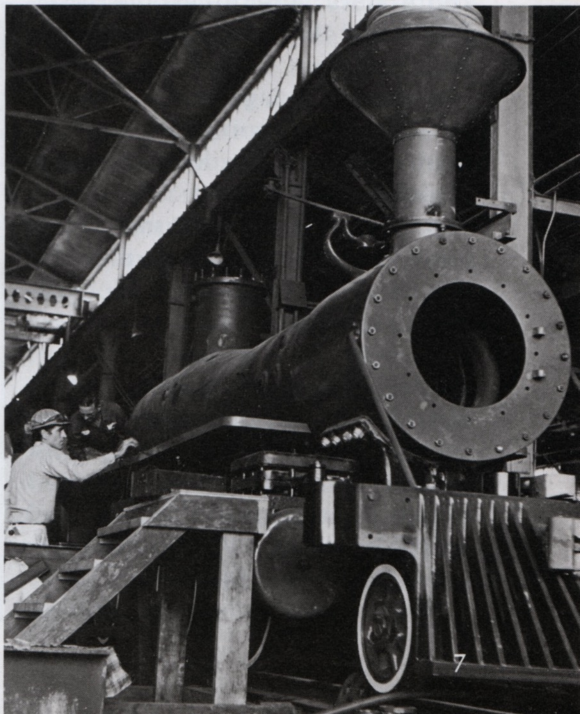
Continued

Construction continues on the beamway that will play an important role in the Walt Disney World transportation network.

Map of the "Vacation Kingdom of the World" in Florida.


TREE FARM
EMPLOYEE PARKING
CENTRAL ENERGY PLANT
SERVICE AREA
Walt Disney World
FLORIDA
PHASE ONE
"The Vacation Kingdom of the World"
FUTURE HOTEL SITE
Magic Kingdom
THEME PARK
BAY LAKE
MONORAIL
BOAT LANDING
CONTEMPORARY RESORT
BLACKBEARD'S ISLAND
LAGOON
FUTURE HOTEL SITE
FUTURE HOTEL SITE
POLYNESIAN HOTEL
BOAT LANDING
MONORAIL
TRAM & BUS PARKING
MAIN ENTRANCE
CLUBHOUSE
GOLF
PARKING
PARKING ENTRANCE ROAD
EXIT ROAD
ENTRANCE GATE
© WALT DISNEY PRODUCTIONS

Narrow-guage steam locomotive from Yucatan undergoes complete refurbishing for use in the "Magic Kingdom."



to house "It's A Small World" is near completion, and in Liberty Square, the exterior of the Haunted Mansion is complete.

At Walt Disney World, the Haunted Mansion takes on an entirely Eastern look. Instead of a "Gone-With-The-Wind" flavor, complete with stately white columns, magnolias, and iron-laced balconies, the Florida mansion features architecture of the "early-Edgar Allan Poe" variety — a building made of granite, a dagger-shaped belfry, and a gargoyled doorway that looks like the entrance to a massive tomb.

Adventureland's Jungle Cruise river channels have been excavated, and many tropical trees and shrubs (among 55,000 that will eventually be transplanted from the Horticultural Center throughout Walt Disney World) are now in place.

In Frontierland, work continues on the setting for the "Country Bear Band," a foot-stompin', country and western hoedown featuring the zaniest group of bears ever assembled.

The male members of the cast include: the master of ceremonies, a seven-foot tall bear that wears a beaver hat and talks with a drawl; a five-bear string band; Gomer and his rinky-tink piano; Big Al and his unstrung guitar; and the grizzly singing voices of Wendell, Ernest, Terrence, and old Liverlips McGraw.

Among feminine performers, the cast includes: the original swinger, Teddi Bara; the lonesome loser, Trixie; and three little golden-haired bears in blue.

And, for a change of pace, the program features a trio of horn-tooting fugitives from a taxidermist: an elk, a buck, and a moose.

As far as the Walt Disney World Navy is concerned, more than 200 ships and other watercraft are beginning to move down the shipyard ways in Florida.

Ranging from paddlewheel steamboats to replicas of Captain Nemo's submarines, the vessels will play important roles, both in the theme park and in the transportation network linking Walt Disney World's five major resort hotels with the Park.

Work continues on 12 adventure-seeking submarines patterned after Captain Nemo's vessel in Walt Disney's "20,000 Leagues Under The Sea." Carrying 36 passengers each, they will tour a vast underwater world to view lost continents and ocean marvels.

In addition to water craft, a new monorail system is being built for the Walt Disney World transportation network. Carrying up to 7,700 passengers an hour, the system enables guests to travel from the parking area and transportation center to the theme park or to the major theme resort hotels nearby.

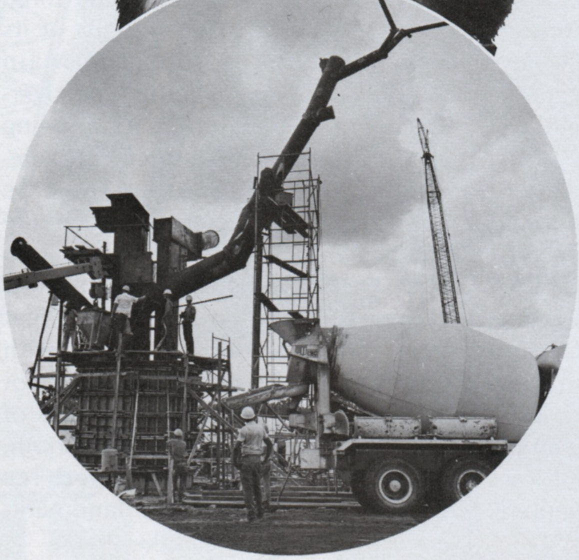
The new Walt Disney World Mark IV monorail trains, which are being assembled at the Martin Marietta plant in Orlando, are 171-feet long, wider than their Disneyland counterparts, and incorporate a new air-suspension system for the smoothest ride possible. They are designed to attain speeds up to 45 miles an hour.

The silent, all-electric trains, which travel atop concrete beamways soaring up to 60 feet above ground level, are fully air-conditioned, operational in either direction, and boardable from either side.

In the area of food, a whole new world of dining experiences is being prepared for Walt Disney World guests.

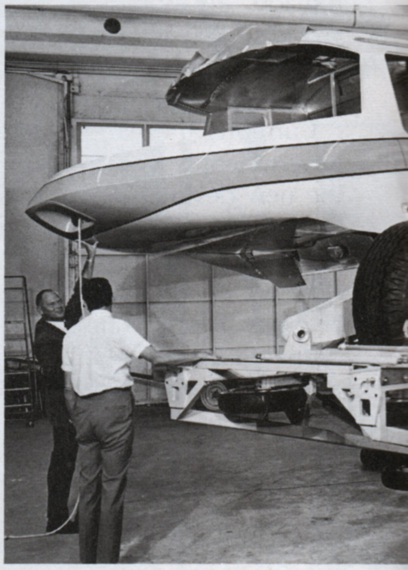
Each of the six major lands in the

The master of ceremonies for Frontierland's "Country Bear Band"

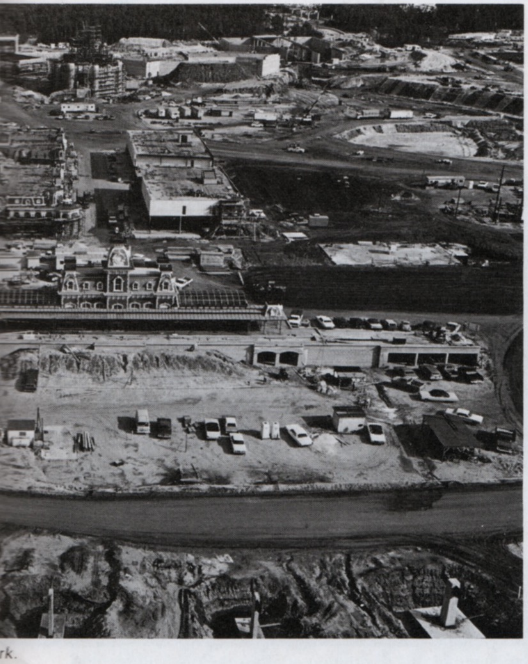


The collection of pipes and steel beams pictured here will eventually sprout leaves and become part of the Walt Disney World tree house.

An aerial view of the Walt Disney World theme pa



Walt Disney World's Mark IV monorail trains are b



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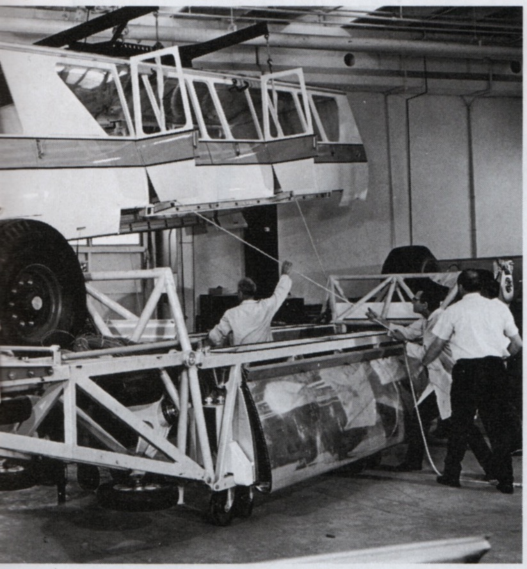
eing assembled at the Martin Marietta plant in Orlando, Florida.



theme park — Adventureland, Main Street, U.S.A., Frontierland, Fantasyland, Liberty Square, and Tomorrowland — will have refreshment and themed eating facilities. At the resort hotels, foods from many lands and cultures around the world will be featured in dining rooms, nightclubs, and lounges. And, on romantic steamboats, in picnic areas, on golf courses, and at other recreation sites, unusual eating services will become part of the fun.

According to Food Service Division Director Jim Armstrong, Walt Disney World will be prepared to serve up to 175,000 meals a day. According to John Cardone, Manager of Food Production at the "Magic Kingdom" theme park, "Walt Disney World will serve the largest variety of foods anywhere in the world, everything from French pancakes to Polynesian 'carry-away' lunches."

Variety is the key word in the entertainment area, too. By opening day, the "Vacation Kingdom" will need at least 350 entertainers, including singers, actors, pageant helpers, and production personnel. Bob Jani, Entertainment Director for both Disneyland and Walt Disney World, is already beginning to recruit production crews and initiate training programs.

In the "Magic Kingdom" theme park, both "atmospheric" entertainment and special shows will fill each of the six major lands. For example, on Main Street, U.S.A., a barber-shop quartet and the 20-piece "Magic Kingdom" Marching Band will be featured; in Fantasyland, a Black Forest Tuba Band, an English Pearly Band, court jesters, and the famous Disney characters; in Tomorrowland, rock music; in Liberty Square, fife and drum parades; in Frontierland, entertainment with a western flavor; and in Adventureland, steel drum bands.

In addition, famous entertainers will appear regularly in such locations as the Celebrity Lounge atop the 14-story Contemporary Resort Hotel, and other entertainment locations in the hotels will feature top musical groups and personalities, as well as talent developed by the Disney organization.

Beyond the perimeter of the theme park, construction work is underway for the Contemporary Resort and Polynesian Village hotels, two of five major theme resort hotels to be located in Walt Disney World.

Located on the south shore of the "Vacation Kingdom's" 200-acre lagoon, the Polynesian Village will offer an informal, leisure way of vacation living in keeping with the romantic South Seas mood it creates.

At night, it will take on a special magic with dining, dancing, and entertainment, all keyed to the South Pacific theme. Luaus under the stars or moonlight excursions on the lagoon will be a part of the total experience for each guest.

The main dining, shopping, and lobby areas will be in the Great House, resembling a royal Tahitian assembly lodge, with "open" peaked roof and brown-skinned rafters reaching through the swaying palms of a central atrium.

Glass walls will give an open feeling to the main dining room, as guests look out over cascading waterfalls and garden lagoons shaped like huge pearl shells.

The contemporary-styled hotel, unlike any building in the world, resembles a long, hollow pyramid. Its sloping walls rise like the lower half of a giant "A" toward a 14th floor penthouse restaurant and lounge.

Within its pyramidic hollow, the huge central concourse — nine stories high and one-third longer than a football field — will become a park-like landscape of the Grand Canyon and Monument Valley.

Colors will range from the cool blues and greens of the canyon floor, rising through sandy reds and oranges, to the heights in lighter yellows and golds.

Sunlight will stream through bronzed-glass end walls and skylights, pass by a magnificent tile mural 90 feet high, and reflect off the pools, fountains, sculptured shapes and walkways that wind past simulated open-air shops and restaurants.

Restaurants, shopping areas, and lounges within the concourse mall will be defined, not by walls and partitions, but by light, shadow, color, raised and lowered floor levels, and suspended space forms.

Two of Walt Disney World's proposed three golf courses have been planted and will be ready for challengers on opening day. Fairway, tee, and green sites have been cleared, and thousands of large palm trees and magnolia trees have been planted on the two courses, in keeping with their names — the Palm and the Magnolia golf courses.

Sparkling white sand traps, jewel-like lakes, winding creek-like canals, and lush, wooded groves have been used in many different ways to challenge golfers.

According to Joseph L. Lee, one of the nation's foremost golf course architects, "Each golfer will find varying degrees of skill required, depending on how he chooses to play.

Continued

But each hole is designed to provide a mental challenge for everyone from beginners to professionals." The Palm Course will be a 6,410-yard par 72 layout; the Magnolia Course will be a 6,550-yard par 72 layout; and the third course will be a 6,500-yard par 72 layout. (Unusually large tees will allow greenskeepers to extend each of the courses to more than 7,000 yards for tournament play.)

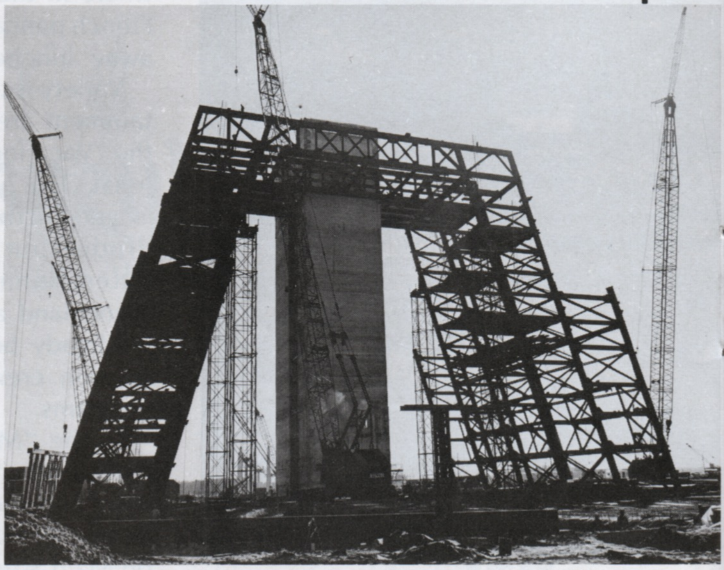
Conservation is also playing a major role at the "Vacation Kingdom". More than 7,000 acres of Walt Disney World have been set aside by the Disney organization for permanent protection as a Conservation Area.

One of the major objectives of the Disney organization in establishing the Area is to demonstrate that with imaginative planning and use of available technology, urbanized development can be achieved without causing deterioration of the environment or disturbing the ecological balance of adjacent areas.

To these ends, extensive water level control facilities have been constructed so that environmental factors can be maintained for optimum benefit to the flora and fauna of the area.

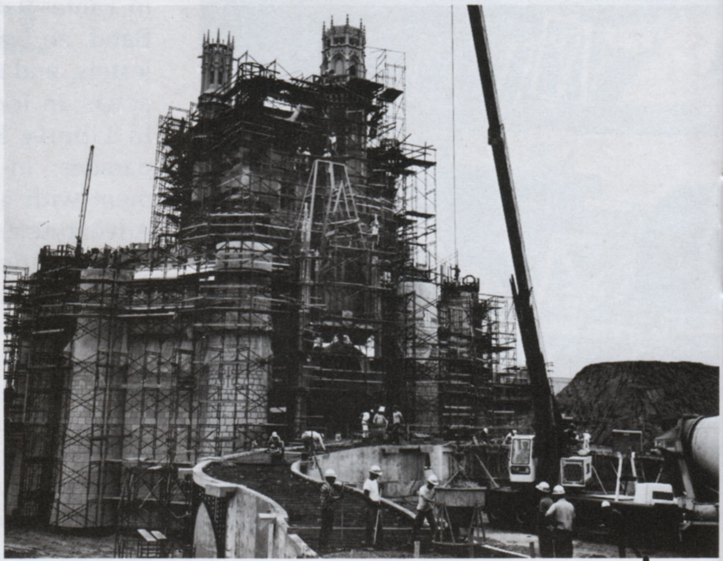
The most advanced methods of water and air pollution controls have been initiated, including the use of natural gas in virtually all vehicles and in the project's central energy plant, automated trash disposal, and three-stage sewage treatment system to obtain a virtually pure effluent. This effluent, in turn, will be used for irrigation of the golf courses.

Hundreds of thousands of new plants, trees, and shrubs have been imported to help in beautifying the developed areas, while leaving untouched those natural primitive areas which will be protected from human encroachment. Truly, there is no destination-resort today quite like Walt Disney World will be tomorrow. And tomorrow is less than a year away.

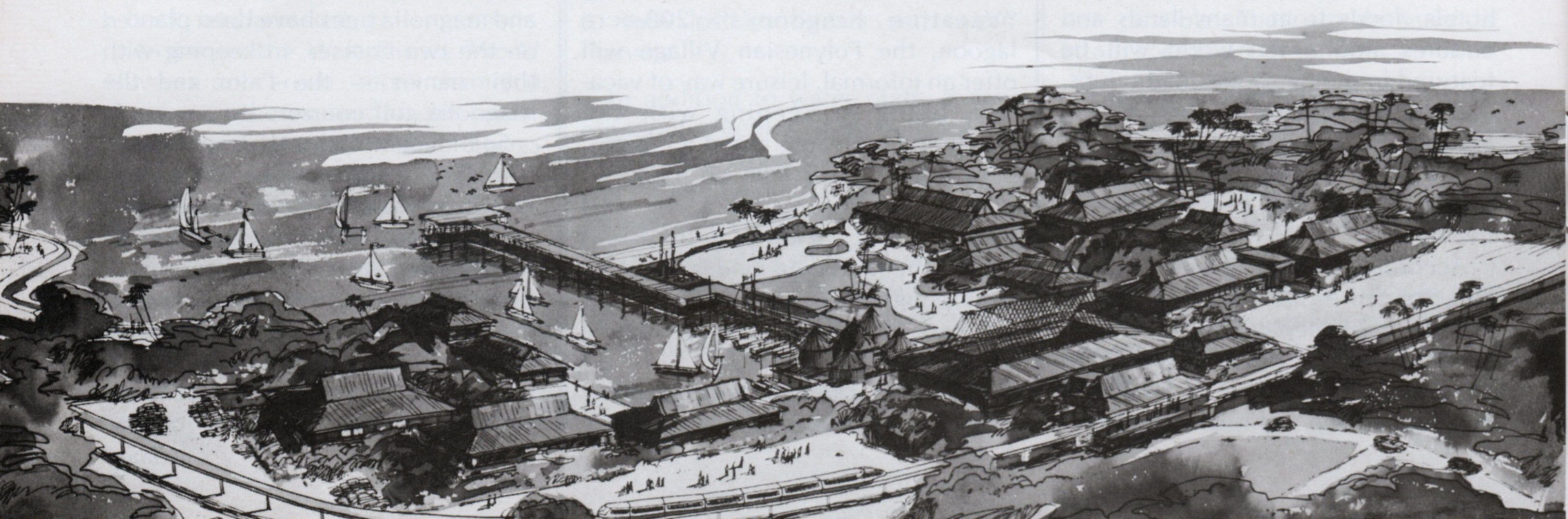


Resembling a long, hollow pyramid, the Contemporary Resort Hotel will feature a central concourse nine stories high and one-third longer than a football field.

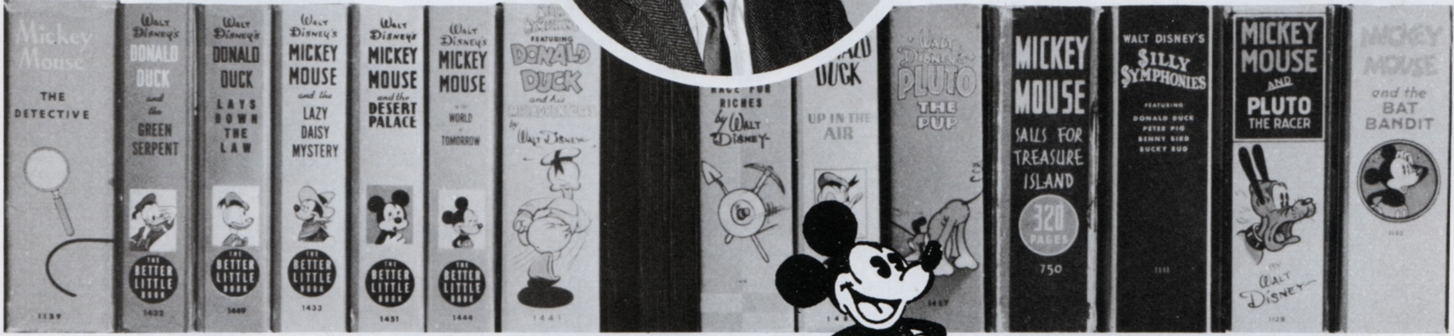
When completed, Cinderella's Castle will tower 18 stories above Fantasyland.



Artist's rendering of the Polynesian Village, which will be located on the south shore of the "Vacation Kingdom's" 200-acre lagoon.



THE DISNEY COLLECTOR

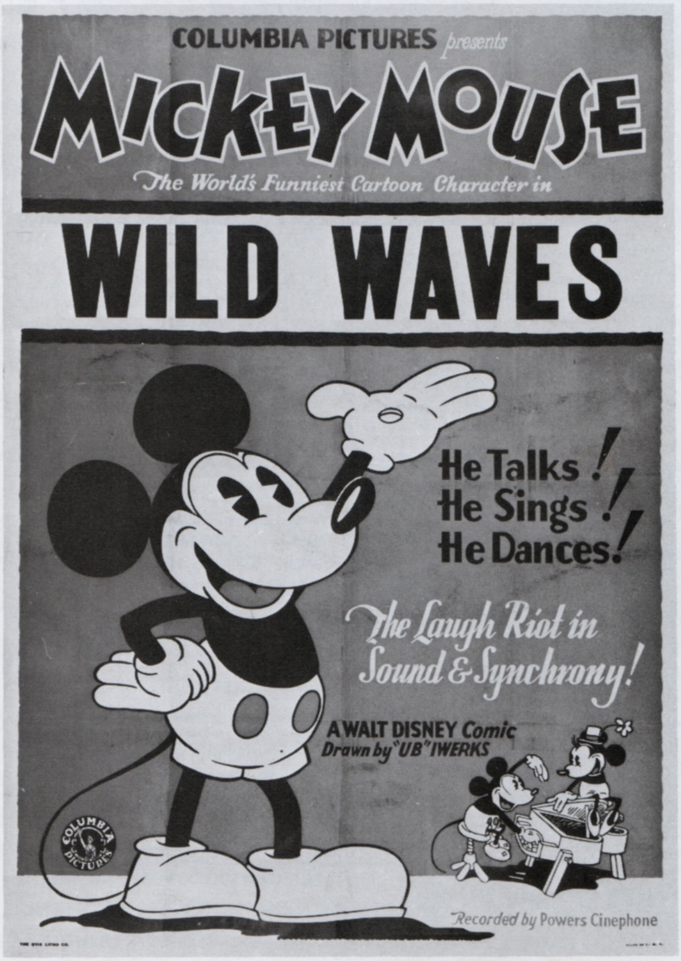

Mickey Mouse THE DETECTIVE
Walt Disney's DONALD DUCK and the GREEN SERPENT
Walt Disney's DONALD DUCK LAYS DOWN THE LAW
Walt Disney's MICKEY MOUSE and the LAZY DAISY MYSTERY
Walt Disney's MICKEY MOUSE and the DESERT PALACE
Walt Disney's MICKEY MOUSE in the WORLD of TOMORROW
Donald Duck and his Misadventures
RACE FOR RICHES
DONALD DUCK UP IN THE AIR
Walt Disney's PLUTO THE PUP
MICKEY MOUSE SAILS FOR TREASURE ISLAND
WALT DISNEY'S SILLY SYMPHONIES
MICKEY MOUSE AND PLUTO THE RACER
MICKEY MOUSE and the BAT BANDIT
THE BETTER LITTLE BOOK

"Better Little Books" and Disney characters teamed up during the mid-30's and early 40's.

Circular photo, Company archivist, Dave Smith. Collecting, organizing, and cataloging a multi-faceted product line.

A World of Posters, Projectors, and Donald Duck Bread

Poster from early Mickey Mouse cartoon.


COLUMBIA PICTURES presents
MICKEY MOUSE
The World's Funniest Cartoon Character in
WILD WAVES
He Talks! He Sings! He Dances!
The Laugh Riot in Sound & Synchrony!
A WALT DISNEY Comic
Drawn by "UB" IWERKS
COLUMBIA PICTURES
Recorded by Powers Cinephone

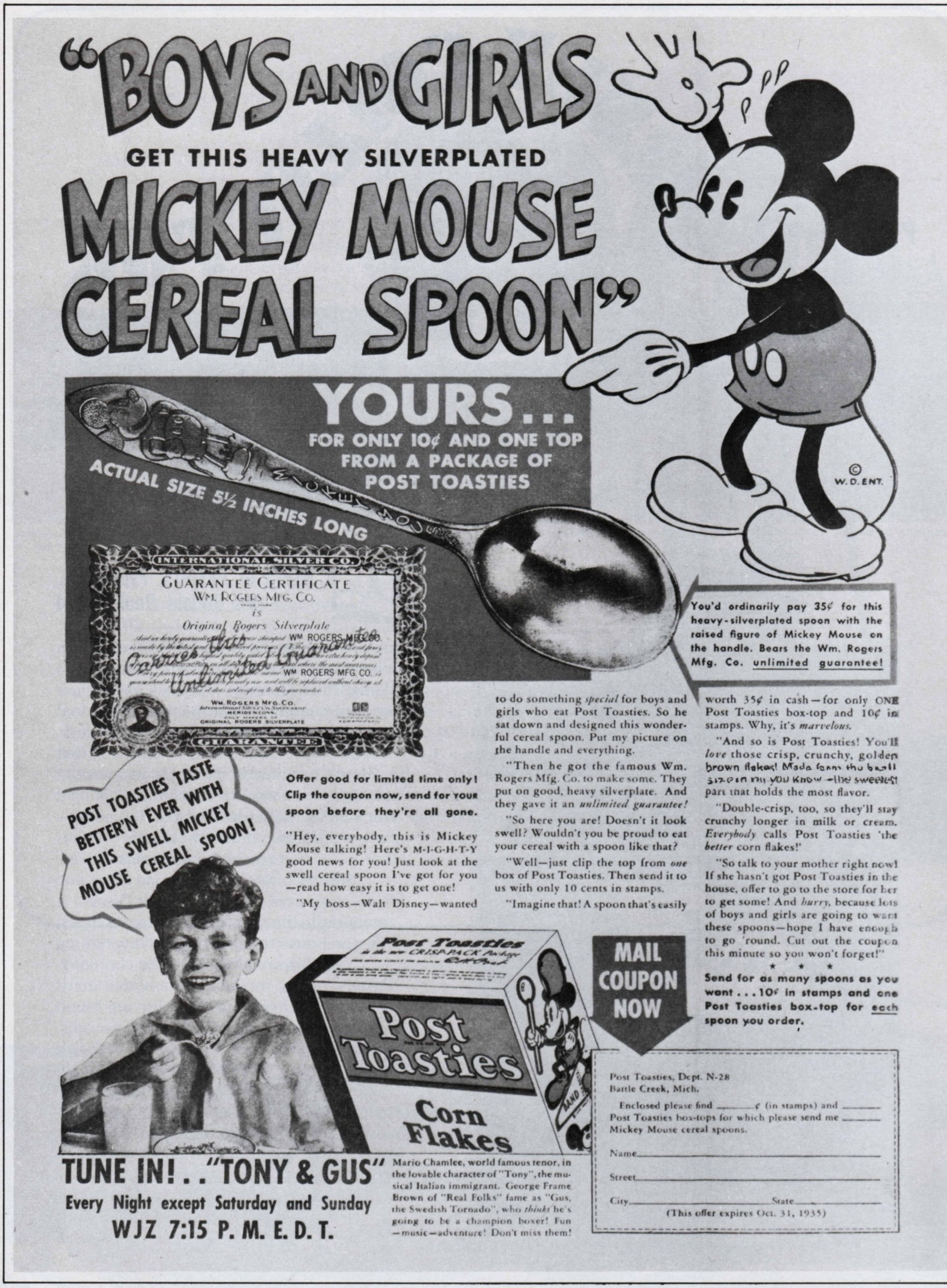
Looking very much at home in his office on the third floor of the Studio's Animation Building, Dave Smith leaned back in his chair and stared thoughtfully at the model of a loaf of Donald Duck bread sitting on his desk.

"I doubt if you could think of anything that hasn't been made into a Disney product somewhere in the world," said Smith. "Donald Duck bread, Babes In Toyland Linoleum — these are just two of the thousands of items that can be found in this office."

Smith's office, which is one of several offices once used by the late Walt Disney, is temporarily the new Walt Disney Archives, a storehouse for anything and everything of historical value to the company. Posters, books, records, and assorted items of Disney merchandise are found everywhere, along with business records, company news releases, and much of Walt Disney's personal correspondence.

"We've really only scratched the surface," continued Smith. "For example, as of two years ago, when I finished compiling a bibliography of Disney's accomplishments, the company had made 903 motion pictures, 361 one-hour television programs, 78 Zorro pictures, 260 one-hour and 130 half-hour

Continued



"BOYS AND GIRLS
GET THIS HEAVY SILVERPLATED
MICKEY MOUSE CEREAL SPOON"

YOURS...
FOR ONLY 10¢ AND ONE TOP FROM A PACKAGE OF POST TOASTIES

ACTUAL SIZE 5½ INCHES LONG

INTERNATIONAL SILVER CO.

GUARANTEE CERTIFICATE
WM. ROGERS MFG. CO.
TRADE MARK
is
Original Rogers Silverplate

And we hereby guarantee that silverware stamped WM ROGERS MFG. CO. is made by the latest and most improved process. [illegible] and fancy pieces are [illegible] highest quality nickel silver [illegible] an extra heavy deposit [illegible] on all staple pieces on the part where the most wear comes. Every piece of silverware bearing the name WM ROGERS MFG. CO. is guaranteed to [illegible] in family use and will be replaced without charge at any time it does not conform to this guarantee.

Carries this Unlimited Guarantee

WM. ROGERS MFG. CO.
International Silver Co. Successor
MERIDEN, CONN.
ONLY MAKERS OF
ORIGINAL ROGERS SILVERPLATE

GUARANTEE

You'd ordinarily pay 35¢ for this heavy-silverplated spoon with the raised figure of Mickey Mouse on the handle. Bears the Wm. Rogers Mfg. Co. unlimited guarantee!

POST TOASTIES TASTE BETTER'N EVER WITH THIS SWELL MICKEY MOUSE CEREAL SPOON!

Offer good for limited time only! Clip the coupon now, send for YOUR spoon before they're all gone.

"Hey, everybody, this is Mickey Mouse talking! Here's M-I-G-H-T-Y good news for you! Just look at the swell cereal spoon I've got for you—read how easy it is to get one!

"My boss—Walt Disney—wanted to do something *special* for boys and girls who eat Post Toasties. So he sat down and designed this wonderful cereal spoon. Put my picture on the handle and everything.

"Then he got the famous Wm. Rogers Mfg. Co. to make some. They put on good, heavy silverplate. And they gave it an *unlimited guarantee!*

"So here you are! Doesn't it look swell? Wouldn't you be proud to eat your cereal with a spoon like that?

"Well—just clip the top from *one* box of Post Toasties. Then send it to us with only 10 cents in stamps.

"Imagine that! A spoon that's easily worth 35¢ in cash—for only ONE Post Toasties box-top and 10¢ in stamps. Why, it's *marvelous.*

"And so is Post Toasties! You'll *love* those crisp, crunchy, golden brown flakes! Made from the hearts of corn, you know—the sweetest part that holds the most flavor.

"Double-crisp, too, so they'll stay crunchy longer in milk or cream. *Everybody* calls Post Toasties 'the *better* corn flakes!'

"So talk to your mother right now! If she hasn't got Post Toasties in the house, offer to go to the store for her to get some! And *hurry,* because lots of boys and girls are going to want these spoons—hope I have enough to go 'round. Cut out the coupon this minute so you won't forget!"

* * *

Send for as many spoons as you want . . . 10¢ in stamps and one Post Toasties box-top for each spoon you order.

MAIL COUPON NOW

Post Toasties, Dept. N-28
Battle Creek, Mich.

Enclosed please find ______¢ (in stamps) and ______ Post Toasties box-tops for which please send me ______ Mickey Mouse cereal spoons.

Name______

Street______

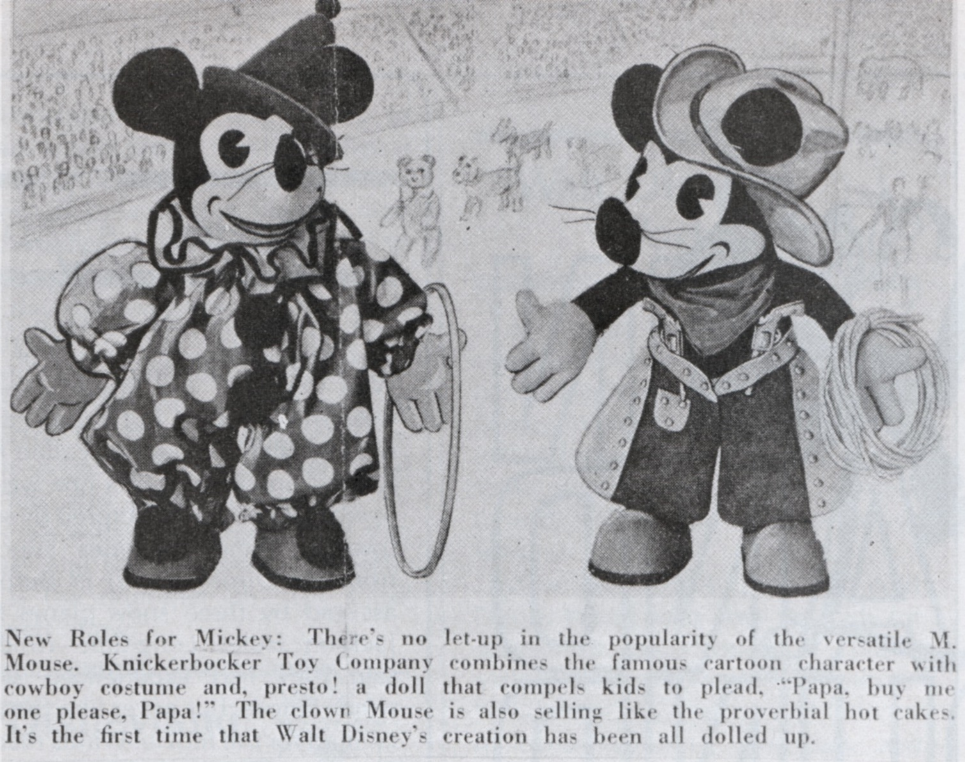
City______ State______

(This offer expires Oct. 31, 1935)

TUNE IN! . . "TONY & GUS"
Every Night except Saturday and Sunday
WJZ 7:15 P. M. E. D. T.

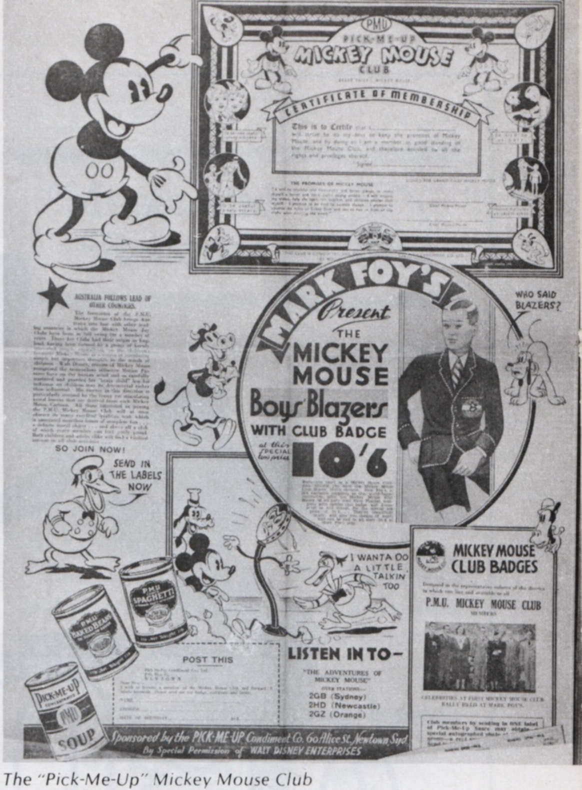
Mario Chamlee, world famous tenor, in the lovable character of "Tony", the musical Italian immigrant. George Frame Brown of "Real Folks" fame as "Gus, the Swedish Tornado", who *thinks* he's going to be a champion boxer! Fun—music—adventure! Don't miss them!

Mickey's influence wasn't limited just to movie screens. According to this 1935 advertisement, his cereal spoon made "Post Toasties taste better'n ever..."



New Roles for Mickey: There's no let-up in the popularity of the versatile M. Mouse. Knickerbocker Toy Company combines the famous cartoon character with cowboy costume and, presto! a doll that compels kids to plead, "Papa, buy me one please, Papa!" The clown Mouse is also selling like the proverbial hot cakes. It's the first time that Walt Disney's creation has been all dolled up.

A change of outfit, and Mickey was "selling like the proverbial hot cakes."



PMU
PICK-ME-UP
MICKEY MOUSE
CLUB
CERTIFICATE OF MEMBERSHIP
THE PROMISES OF MICKEY MOUSE
AUSTRALIA FOLLOWS LEAD OF OTHER COUNTRIES
SO JOIN NOW!
SEND IN THE LABELS NOW
MARK FOY'S
Present
THE
MICKEY MOUSE
Boys' Blazers
WITH CLUB BADGE
at this SPECIAL low price
10'6
WHO SAID BLAZERS?
I WANTA DO A LITTLE TALKIN' TOO
P.M.U. SPAGHETTI
P.M.U. BAKED BEANS
PICK-ME-UP
PMU
SOUP
POST THIS
LISTEN IN TO—
"THE ADVENTURES OF MICKEY MOUSE"
2GB (Sydney)
2HD (Newcastle)
2GZ (Orange)
MICKEY MOUSE CLUB BADGES
P.M.U. MICKEY MOUSE CLUB
Sponsored by the PICK-ME-UP Condiment Co. 60 Alice St. Newtown Syd.
By Special Permission of WALT DISNEY ENTERPRISES

The "Pick-Me-Up" Mickey Mouse Club was introduced to Australians in 1936.

Mickey Mouse club programs, 1,220 comic books, 290 items of sheet music, 52 song folios, and 636 books about Disney characters. I also discovered that there had been 604 books and articles written about Walt Disney. Many of these items we have, but there are a few things we haven't found yet."

Smith's bibliography of Disney material was largely responsible for his being appointed archivist for the company.

Formerly a reference librarian at UCLA, he began working on the project shortly after Walt Disney's death. With the help of the Studio, Smith compiled a 200-page bibliography containing over 2,000 entries. Selling his book to the company, he later was hired on a consultant basis to discover what the company had in the way of historical material and what should be done with it.

After two months of research, he wrote a proposal on the establishment of the archives, and the company and the Disney family decided to go ahead with his plan.

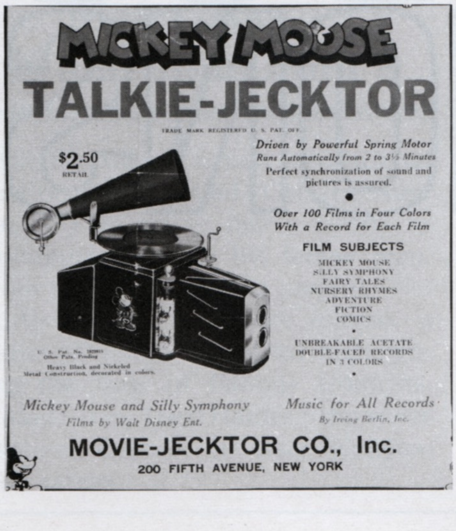
"My first job was to collect the items immediately in danger of being destroyed," Smith remarked. "Storerooms were being cleared to make way for offices, and a lot of valuable material might have been lost."

Included in the archive collection are the original Mickey Mouse doll, a Snow White movie program signed by all who worked on the film, the original drawings of "Steamboat Willie," the first Mickey Mouse comic book (valued at $100), and the first Mickey Mouse & Silly Symphonies record pressed by RCA.

Decorating the walls and shelves of the archives are original artwork from Zorro and Peter Pan, a model of Monstro the whale, pictures of Uncle Remus, Mickey, Donald, and Pluto, and a football autographed by the Green Bay Packers and the late Vince Lombardi.

"Some of Walt's personal items that we've collected date back to the first 20 years of this century," continued Smith. "They include a passport of Walt dated 1919, some photographs taken of him while he was in high school, artwork he drew as a teenager, a picture of him with the ambulance he drove after World War I, and many of his awards (the first of which he received in 1931, recognizing him as an honorary member of the Civil Legion)."

July, 1935. A powerful spring motor brought Mickey and friends to life for two to three-and-a-half minutes.



MICKEY MOUSE
TALKIE-JECKTOR
TRADE MARK REGISTERED U. S. PAT. OFF.

$2.50
RETAIL

Driven by Powerful Spring Motor
Runs Automatically from 2 to 3½ Minutes
Perfect synchronization of sound and pictures is assured.

Over 100 Films in Four Colors
With a Record for Each Film

FILM SUBJECTS
MICKEY MOUSE
SILLY SYMPHONY
FAIRY TALES
NURSERY RHYMES
ADVENTURE
FICTION
COMICS

UNBREAKABLE ACETATE
DOUBLE-FACED RECORDS
IN 3 COLORS

U. S. Pat. No. [illegible]
Other Pats. Pending
Heavy Black and Nickeled Metal Construction, decorated in colors.

Mickey Mouse and Silly Symphony
Films by Walt Disney Ent.

Music for All Records
By Irving Berlin, Inc.

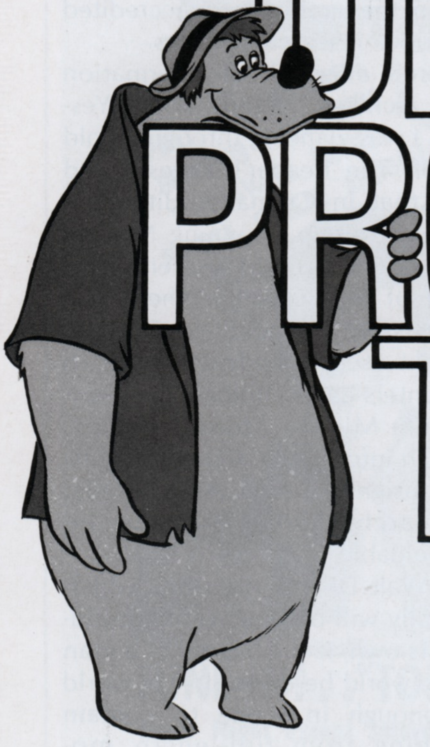
MOVIE-JECKTOR CO., Inc.
200 FIFTH AVENUE, NEW YORK

Although the company probably will use the Disney Archives the most, arrangements have been made to open the archives to accredited and serious research scholars.

"There's a wealth of information in the archives," Smith said. "Yesterday, I was glancing through an old issue of 'The Reader's Digest,' and I read that in Germany, Hitler denounced a group of young Nordics for wearing Mickey Mouse emblems instead of the swastika. There was also a passage that told how Douglas Fairbanks used to endear himself to headhunters and cannibals by showing them Mickey Mouse movies. Although information like this seems rather insignificant to most people, to research scholars, it can be quite valuable."

The Walt Disney Archives, which eventually will be housed in a building of its own, is the history of a man and the world he created — a world wide enough in scope to contain everything from full-length motion pictures to a loaf of Donald Duck bread.

IN AND AROUND WALT DISNEY PRODUC-TIONS



Movies

...A cyclone struck Jackson Hole, Wyoming, during the filming of "The Wild Country," the Studio's newest western adventure. But it didn't arrive unexpectedly. The script called for a twister, and a whirl of a one was delivered. It was manufactured by seven towering wind machines imported from the Disney studio in Burbank, assisted by three snow planes from Jackson Hole. Long-time residents said they had experienced strong winds before, but never like the ones created for the movie. Winds reached close to 100 miles an hour, and dark clouds of dust were visible some thirty miles away.

...Bill Williams, best known for his starring role in the "Kit Carson" television series, has joined Brian Keith, Alfonso Arau, Michele Carey, and Rick Lenz in the Studio western, "Scandalous John." Williams plays the sheriff in the story about a 79-year-old rancher, his Mexican sidekick, and their one-cow trail drive.

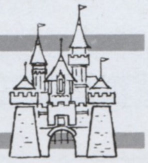
...The Studio is re-releasing "Bongo," the story of a circus bear who runs away to the forest. Story features the voice talents of Dinah Shore and such animated characters as Lulubelle, the girl bear Bongo meets in the forest, and Lumpjaw, the gorilla-like bear who rules the forest.

Wonderful World of Disney

...Features for the months of February through May are: "Bayou Boy" on Feb. 7 and 14; "Moon Pilot" on Feb. 21 and 28; "The Boy From Bahrain" on March 7 and 14; "Operation Undersea" on March 21; "Kidnapped" on March 28 and April 4; "Ballad Of Hector, The Stowaway Dog" on April 11 and 18; "Von Drake In Spain" on April 25; "Emil And The Detectives" on May 2 and 9; and "101 Problems of Hercules" on May 16.

...Remember Karen and Cubby of Mouseketeer fame? Karen Pendleton has since left show business for a career in insurance. A happily married newlywed, she looks forward to having a family of three children and the day she completes her degree in sociology. Cubby O'Brien, on the other hand, continues in show business. In 1969, he was the musical director for the Los Angeles company of the rock musical "Hair," and he has also played on various TV specials with Ann-Margret, Dick Van Dyke, and the Supremes. Presently, he is the drummer on "The Carol Burnett Show."

Disneyland



...Mrs. Verda McFarlane was the ten millionth guest to visit Disneyland in 1970. She was accompanied by husband Craig, children Dan and Trudy, and her parents, Mr. and Mrs. Hyrum Hilton of Salt Lake City, Utah. Gifts included a special pass to Disneyland, Mickey Mouse watches, and the day at Disneyland courtesy of Mickey Mouse.

...Special plans are being made to welcome the person who will be the 100 millionth guest to visit Disneyland since opening day. The lucky lady or gentleman probably will arrive during the early part of 1971.

...Nicolae Ceausescu, President of The Socialist Republic of Romania, became the first Iron Curtain country head of state ever to visit Disneyland. The President and his official party toured the Park in October.

...Gulf Oil and GAF Corporations have joined the family of lessees at Disneyland.

Facts & Figures Dept.

...With 215 passenger-carrying craft, Disneyland has the world's 18th largest maritime fleet. It ranks between Brazil and India.

...Like the outside world, the Park has 7 major bodies of water. Total capacity is 18.5 million gallons of water, all electronically or chemically filtered. Some 50,000 gallons are lost through evaporation on very warm days.

Walt Disney World

...A unique new all-electronic, computer-controlled telephone system is beginning operations at Walt Disney World in Central Florida. It will feature touch-tone dialing, superspeed switching equipment, computerized billing, and self-monitoring features.

...More than 7,500 acres of Walt Disney World have been set aside for permanent protection as a conservation area. Included are natural Florida wetlands of special interest to conservationists, biologists, and wildlife enthusiasts because they support a wide variety of plant, animal, and bird life.

...Debra Dane, 19, was named the first Ambassador of Walt Disney World during ceremonies held in late October at Orlando's Hilton Inn South. As the new Ambassador, Debra serves as the spokeswoman for Walt Disney World and represents the entire Disney organization and Florida tourism.

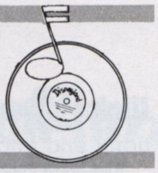
...It will take at least $2.5 million and 40,000 separate costumes to outfit the 6,000 employees who will be "on stage" when Walt Disney World opens this year. More than 500 different kinds of costumes are currently being designed and tailored by the Disney Wardrobe Department.

Educational Materials/ 16 and 8mm Film

...In the works, a new educational motion picture titled "Get The Message." Film traces man's efforts to communicate with his fellow man, from caveman times to present.

...Also slated for future release, a series of 35mm film strips highlighting the lives of famous scientists. Titled "They Tried Harder," the series features Galileo, Sir Isaac Newton, and others.

Music and Records



...As of this writing (mid-December), sales of "Aristocat" records are running 50% ahead of the sales figures reached by "Jungle Book" recordings within the same time period. ("Jungle Book" was a gold record winner for the company.)

...The soundtrack from "Bedknobs and Broomsticks," the Studio's new movie musical, is scheduled for release in June.

Disney on Parade

...Donald Duck has a different role in the new "Snow White Unit" of Disney on Parade. (The original version of D.O.P. was performed by the "Alice Unit.") He turns up at the beginning of the show and tries to join Mickey Mouse's orchestra of large costumed instruments that play themselves. When Mickey fails to appreciate Donald's pot-and-pan music, Donald wins the day by leading a huge costumed gorilla on stage. The gorilla not only turns into a one-man band, but produces the sound of an entire symphony orchestra.

...Other features of the "Snow White Unit" include expanded roles for Pinocchio, Snow White and the Seven Dwarfs, and Goofy. The Pinocchio production number, complete with sword swallowers, fire eaters, and jugglers, tells how the puppet comes to life for Gepetto and gets involved with Gideon and Foulfellow at an Italian Street Fair. The Snow White number tells the complete story of Snow White and the Seven Dwarfs, including episodes about the witch who puts Snow White to sleep and the prince who falls in love with her. Goofy's new role finds him walking a high wire and performing with "Herbie," the little car from the Studio's feature film, "The Love Bug."

WORLD-WIDE IMPACT

Walt Disney World has world-wide implications and impact in more than simply its name.

Now in its final phase of construction — just seven months away 'til WDW-Day — and with some 4,000 workers on the job, the 2,500 acre Phase I is a veritable beehive of activity.

Support material and equipment from around the globe is streaming daily into the construction site, and nearby warehouses are bulging. In the meantime, work is being performed at sites around the world on other equipment, special projects and articles ranging from steam locomotives to steamboat engines and from wigs to whirling tea cups.

Narrow-gauge steam locomotives from Yucatan, ski lift equipment from Switzerland and costume wigs from Guatemala already have arrived at the Florida construction site.

Special bearings for the Dumbo ride, bellows for the monorail and hotel kitchen equipment, all have arrived from Germany.

In Southern California, Disney costumers are designing more than 40,000 costumes — everything from formal presidential attire for the Hall of Presidents attraction to a steamboat captain's hat.

A giant carrousel, vintage about 1917, purchased from a famed New Jersey amusement park approximately four years ago, was refurbished in northern California and its treasured hand-carved horses are being re-painted at the Walt Disney Studio in Burbank.

A total of more than 700 various ride vehicles — from Sky Ride buckets to parking lot trams — are being manufactured at Arrow Development in San Jose.

Monorail trains are being assembled in Orlando, compressed air drivers are coming from Kansas City, boats for Walt Disney World's Navy are being built in St. Petersburg and Tampa and steam engines for two 200-passenger sidewheeler steamboats are being constructed in Glendale, California.

Water control gates come from Milwaukee, steel from Atlanta, concrete monorail beams from Tacoma, gas turbines from Toronto, coolers from Syracuse and boilers from Houston.

Molds for some of the watercraft are being made at Disneyland and Tiki Room singing birds and flowers are being made at WED Enterprises, Inc., in Glendale.

And those are only a few examples.

Walt Disney World truly is a kingdom that the world is helping to build . . . for all the people of the world to enjoy.

And best news of all . . . for MAGIC KINGDOM CLUB members, your membership card will be accepted for special exclusive values at WDW in Florida just as it is now at Disneyland. Watch for more details in the summer issue of Disney News.

Milt Albright

CLUB MANAGER

MAGIC KINGDOM CLUB MAGIC KINGDOM CLUB MAGIC KINGDOM CLUB MAGIC

DISNEYLAND, Anaheim, Calif. • MAdison 6-8605, KEystone 3-4456

Disneyland

SPRING 1971

MAGIC KEY TICKET BOOK

(Includes Admission and ANY 10 Attractions of Your Choice)

EFFECTIVE THRU MAY 31, 1971

	Value	Box Office Price
ADULT	($12.00)	**$4.75**
JUNIOR (12 thru 17)	($11.40)	**$4.25**
CHILD (3 thru 11)	($ 8.65)	**$3.75**

NOT AVAILABLE TO THE GENERAL PUBLIC

Available ONLY at Disneyland's Main Gate with Magic Kingdom Club Membership Card

PHONE: MAGIC KINGDOM CLUB HEADQUARTERS — EXTENSION 511

REGULAR TICKET BOOKS AND SPECIAL RATES FOR GROUPS OF 15 OR MORE

	COUPON MAKE-UP					General Admission Ticket
	A 10c	B 25c	C 40c	D 70c	E 85c	
10-Ride	(1)	(1)	(2)	(3)	(3)	(1)
15-Ride	(1)	(2)	(3)	(4)	(5)	(1)

10-RIDE TICKET BOOK	Value	Box Office Price	Price To Groups (15 or More)
ADULT	($9.30)	$4.95	**$4.45**
JUNIOR (12 thru 17)	($8.70)	$4.45	**$4.00**
CHILD (3 thru 11)	($6.65)	$3.95	**$3.55**
15-RIDE TICKET BOOK			
ADULT	($12.35)	$5.95	**$5.35**
JUNIOR (12 thru 17)	($11.75)	$5.45	**$4.90**
CHILD (3 thru 11)	($ 9.50)	$4.95	**$4.45**

SPECIAL INFORMATION . . .

One leader to be given Free ADMISSION ONLY when accompanying group of 15 children and juniors purchasing ticket books (commercially-sponsored groups excepted).

Group Services Office MUST be contacted two days prior to the trip to Disneyland to confirm final arrangements.

On arrival, ONE PERSON must pick up the ticket books at the "Pre-Arranged Groups" window and distribute them to the group.

PHONE: GROUP SERVICES — EXTENSION 516

GENERAL ADMISSION ONLY

Entitles guests to admission to Disneyland, its free shows, exhibits, and entertainments, and to visit the four "lands" and Main Street.

ADULT	**$3.50**
JUNIOR (12 thru 17)	**$2.50**
CHILD (3 thru 11)	**$ .75**

SO THAT YOUNG PEOPLE may become better acquainted with one of the greatest figures in American History, all Disneyland visitors 17 years of age or under are invited to be Walt Disney's guests, to spend a few GREAT MOMENTS WITH MR. LINCOLN. A complimentary admission is included with each main entrance ticket, for Juniors and Children.

PRICES SUBJECT TO SEASONAL VARIATION

THE MAGIC KINGDOM CLUB CALENDAR

MARCH 1971

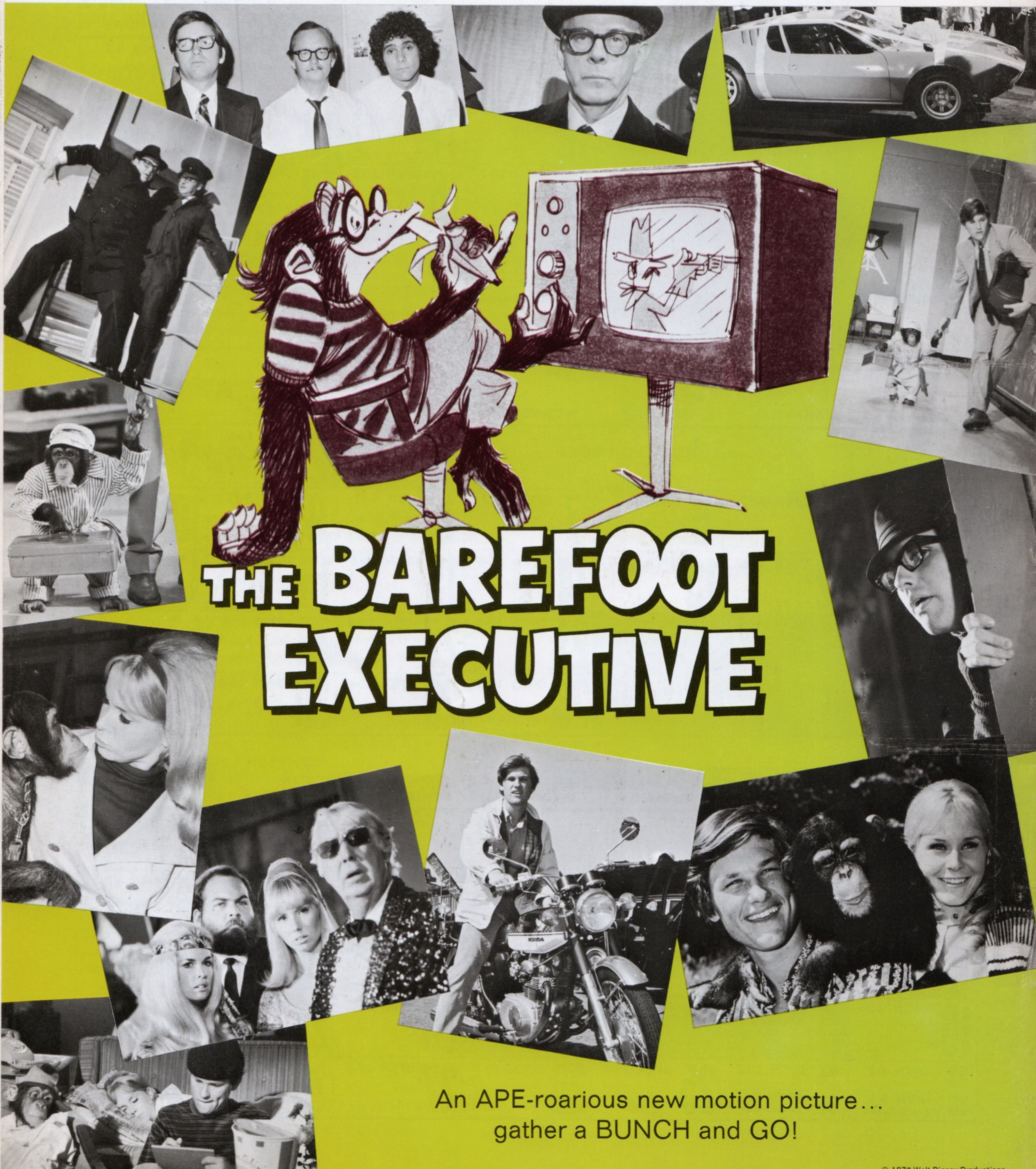
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1 CLOSED	2 CLOSED	3 OPEN 10-6	4 OPEN 10-6	5 OPEN 10-6 Private Party 8-1	6 OPEN 9-7 Private Party 8:30-1:30
7 OPEN 9-7	8 CLOSED	9 CLOSED	10 OPEN 10-6	11 OPEN 10-6	12 OPEN 10-6 Private Party 8-1	13 OPEN 9-7 Private Party 8:30-1:30
14 OPEN 9-7	15 CLOSED	16 CLOSED	17 OPEN 10-7	18 OPEN 10-6	19 OPEN 10-6 Private Party 8-1	20 OPEN 9-7 Private Party 8:30-1:30
21 OPEN 9-7	22 CLOSED	23 CLOSED	24 OPEN 10-6	25 OPEN 10-6	26 OPEN 10-6 Private Party 8-1	27 OPEN 9-7 Private Party 8:30-1:30
28 OPEN 9-7	29 CLOSED	30 CLOSED	31 OPEN 10-6			

APRIL 1971

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
				1 OPEN 10-6	2 OPEN 10-6 Private Party 8-1	3 OPEN 8-7 Spring Fling 8:30-1:30
4 OPEN 8-12	5 OPEN 8-12	6 OPEN 8-12	7 OPEN 8-12	8 OPEN 8-12	9 OPEN 8-12	10 OPEN 8-12
11 OPEN 8-9 Easter Sunday	12 OPEN 10-6	13 OPEN 10-6	14 OPEN 10-6	15 OPEN 10-6	16 OPEN 10-6 Private Party 8-1	17 OPEN 8-7 Private Party 8:30-1:30
18 OPEN 8-7	19 CLOSED	20 CLOSED	21 OPEN 10-6	22 OPEN 10-6	23 OPEN 10-6 Private Party 8-1	24 OPEN 8-7 Private Party 8:30-1:30
25 OPEN 8-7 (Daylight Savings Begins)	26 CLOSED	27 CLOSED	28 OPEN 10-6	29 OPEN 10-6	30 OPEN 10-6 Private Party 8-1	

MAY 1971

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						1 OPEN 8-7 Private Party 8:30-1:30
2 OPEN 8-7	3 CLOSED	4 CLOSED	5 OPEN 10-6	6 OPEN 10-6	7 OPEN 10-7 Private Party 8-1	8 OPEN 8-7 Private Party 8:30-1:30
9 OPEN 8-7 Mother's Day	10 CLOSED	11 CLOSED	12 OPEN 10-6	13 OPEN 10-6	14 OPEN 10-6 Private Party 8-1	15 OPEN 8-7 Private Party 8:30-1:30
16 OPEN 8-7	17 CLOSED	18 CLOSED	19 OPEN 10-6	20 OPEN 10-6	21 OPEN 10-6 Private Party 8-1	22 OPEN 8-7 Private Party 8:30-1:30
23 OPEN 8-7 30 OPEN 8-1 Big Band Festival	24 OPEN 10-7 31 OPEN 9-9 Memorial Day	25 OPEN 10-7	26 OPEN 10-7	27 OPEN 10-7	28 OPEN 10-1 Private Party 8-1	29 OPEN 8-1 Big Band Festival



THE BAREFOOT EXECUTIVE

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